



# MICHAEL ANDERSON

## BEHAVIORAL INSIGHTS CONSULTANT

### PROFILE

Results-oriented Behavioral Economist with 7 years of experience in the financial services industry. My expertise lies in applying behavioral insights to improve customer engagement and enhance product offerings. I have a proven track record of developing and implementing data-driven strategies that lead to increased customer satisfaction and retention. By conducting extensive market research and leveraging behavioral analytics, I identify key drivers of consumer decision-making.

### EXPERIENCE

#### BEHAVIORAL INSIGHTS CONSULTANT

##### FinTech Solutions Inc.

2016 - Present

- Developed behavioral segmentation models to enhance customer targeting strategies.
- Conducted A/B testing on product features to determine optimal designs for user engagement.
- Collaborated with marketing teams to create campaigns based on behavioral insights.
- Analyzed customer feedback to identify pain points and recommend actionable solutions.
- Presented insights to stakeholders, resulting in a 25% increase in product adoption.
- Trained staff on behavioral economics principles to enhance team capabilities.

#### MARKET RESEARCH ANALYST

##### ABC Financial Services

2014 - 2016

- Conducted qualitative and quantitative research to understand consumer preferences in financial products.
- Utilized data visualization tools to present research findings to senior management.
- Collaborated with product teams to refine offerings based on behavioral insights.
- Developed surveys and focus group discussions to gather consumer feedback.
- Analyzed competitive landscape to inform strategic decision-making processes.
- Improved response rates by 30% through optimized survey designs.

### CONTACT

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### SKILLS

- Customer Insights
- Market Research
- A/B Testing
- Data Visualization
- Survey Design
- Stakeholder Engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

MASTER'S IN BEHAVIORAL ECONOMICS,  
UNIVERSITY OF CALIFORNIA, BERKELEY

### ACHIEVEMENTS

- Increased customer retention rates by 15% through targeted behavioral campaigns.
- Received the 'Best Innovation Award' from the FinTech Association in 2019.
- Published a report on consumer behavior that influenced industry practices.